



www.thebostonchannel.com

WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

DUPLICATE

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
950539-2	11/11/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Billing Address:

Gateway Media
Attention: Accounts Payable
2150 River Plaza Drive, Suite 150
Sacramento, CA 95833

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Advertiser	Product	Estimate Number
Massachusetts Alliance Ag	No on Question 2	179

Flight Dates	Order #	Alt Order #
10/22/12 - 11/05/12	950539	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/22/12	11/05/12	430a Eyeopener	430-5a	MTWTF--	:30	5	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 5 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
6 WCVB M 10/29/12 4:45 AM 430a Eyeopener 430-5a :30 MASS181501H \$350.00 NM									
7 WCVB Tu 10/30/12 4:43 AM 430a Eyeopener 430-5a :30 MASS181501H \$350.00 NM									
9 WCVB W 10/31/12 4:55 AM 430a Eyeopener 430-5a :30 MASS181501H \$350.00 NM									
8 WCVB Th 11/01/12 4:38 AM 430a Eyeopener 430-5a :30 MASS181501H \$350.00 NM									
10 WCVB F 11/02/12 4:43 AM 430a Eyeopener 430-5a :30 MASS181501H \$350.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
11 WCVB M 11/05/12 4:43 AM 430a Eyeopener 430-5a :30 MASS181501H \$350.00 NM									
2	10/22/12	11/05/12	5a Weekend Eyeopener	Sa/Su 5a-6a	-----SS	:30	2	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----SS 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WCVB Sa 11/03/12 5:27 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 MASS181501H \$400.00 NM									
4 WCVB Su 11/04/12 5:24 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 MASS181501H \$400.00 NM									
3	10/22/12	11/05/12	6a Weekend Eyeopener	558-7a	-----SS	:30	2	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----SS 2 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WCVB Sa 11/03/12 6:50 AM 6a Weekend Eyeopener 558-7a :30 MASS181501H \$1,200.00 NM									
3 WCVB Su 11/04/12 6:11 AM 6a Weekend Eyeopener 558-7a :30 MASS181501H \$1,200.00 NM									
4	10/22/12	11/05/12	8a Sat Wknd Eyeopener	Sa 8a-9a	-----S-	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Sa 11/03/12 8:51 AM 8a Sat Wknd Eyeopener Sa 8a-9a :30 MASS181501H \$1,500.00 NM									
5	10/22/12	11/05/12	LIVE WITH KELLY & MIC	9A-10A	MTWTF--	:30	3	\$600.00	NM



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Advertiser	Product	Estimate Number	
Massachusetts Alliance Ag	No on Question 2	179	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/22/12	11/05/12	LIVE WITH KELLY & MICHAEL	9A-10A	MTWTF--	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 3 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WCVB Tu 10/30/12 9:50 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 MASS181501H \$600.00 NM									
5 WCVB Th 11/01/12 9:36 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 MASS181501H \$600.00 NM									
6 WCVB F 11/02/12 9:52 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 MASS181501H \$600.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
7 WCVB M 11/05/12 9:31 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 MASS181501H \$600.00 NM									
6	10/22/12	11/05/12	STEVE HARVEY DAY	10-11a	MTWTF--	:30	3	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 3 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WCVB M 10/29/12 10:51 AM STEVE HARVEY DAY 10-11a :30 MASS181501H \$550.00 NM									
5 WCVB W 10/31/12 10:45 AM STEVE HARVEY DAY 10-11a :30 MASS181501H \$550.00 NM									
6 WCVB F 11/02/12 10:54 AM STEVE HARVEY DAY 10-11a :30 MASS181501H \$550.00 NM									
7	10/22/12	11/05/12	Midday News	1158a-1230p	MTWTF--	:30	3	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 3 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WCVB M 10/29/12 12:22 PM Midday News 1158a-1230p :30 MASS181501H \$1,000.00 NM									
6 WCVB Tu 10/30/12 12:27 PM Midday News 1158a-1230p :30 MASS181501H \$1,000.00 NM									
5 WCVB F 11/02/12 12:14 PM Midday News 1158a-1230p :30 MASS181501H \$1,000.00 NM									
8	10/22/12	11/05/12	Millionaire	1228-1p	MTWTF--	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Th 11/01/12 12:53 PM Millionaire 1228-1p :30 MASS181501H \$1,200.00 NM									
9	10/22/12	11/05/12	ELLEN EF	4P-5P	MTWTF--	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WCVB Tu 10/30/12 4:36 PM ELLEN EF 4P-5P :30 MASS181501H \$1,500.00 NM									
4 WCVB Th 11/01/12 4:40 PM ELLEN EF 4P-5P :30 MASS181501H \$1,500.00 NM									
10	10/22/12	11/05/12	Newscenter 5 at 5	5-6p	MTWTF--	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
6 WCVB M 10/29/12 5:00 PM Newscenter 5 at 5 5-6p :30 MASS181501H \$2,500.00 NM									
5 WCVB Tu 10/30/12 5:28 PM Newscenter 5 at 5 5-6p :30 MASS181501H \$2,500.00 NM									
4 WCVB W 10/31/12 5:14 PM Newscenter 5 at 5 5-6p :30 MASS181501H \$2,500.00 NM									
11	10/22/12	11/05/12	6p News Weekend	6-630p	-----S	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$3,000.00									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																																																																										
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12	10/22/12	11/05/12	M-F Inside Edition	658-730p	MTWTF--	:30	2	\$3,000.00	NM																																																																																																																											
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13	10/22/12	11/05/12	Chronicle	728-8p	MTWTF--	:30	2	\$3,000.00	NM																																																																																																																											
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MG for 13.4 11/05																																																																																																																																				
14	10/22/12	11/05/12	Castle	958-11p	M-----	:30	1	\$15,000.00	NM																																																																																																																											
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15	10/22/12	11/05/12	Shark Tank	758-9p	----F--	:30	1	\$6,000.00	NM																																																																																																																											
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www.thebostonchannel.com

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
950539-2	11/11/12	November 2012	10/29/12 - 11/05/12
Advertiser	Product	Estimate Number	
Massachusetts Alliance Ag	No on Question 2	179	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																													
16	10/22/12	11/05/12	What Would You Do?	858-10p	----F--	:30	1	\$6,000.00	NM																																													
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17	10/22/12	11/05/12	Sportscenter 5 OT	1135p-12m	-----S	:30	1	\$1,500.00	NM																																													
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18	10/22/12	11/05/12	Nightline	1135p-1206a	MTWTF--	:30	3	\$1,600.00	NM																																													
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Total Spots							42																																															

Payment Terms 30 Days

<u>Gross Total</u>	\$79,550.00
<u>Agency Commission</u>	\$11,932.50
<u>Net Amount Due</u>	\$67,617.50